

CLAIMS

What is claimed is:

- 1 1. A system for providing a dynamic advertising content
2 window within a windows based content manifestation
3 environment provided within a web browser, comprising:
4 a server system configured to transmit a software system
5 and data related to a advertising content source via an electronic
6 data network; and
7 a web browser client operating within a data processing
8 system that is coupled to said server system via the electronic
9 data network and having a content manifestation environment,
10 said web browser client operative to receive said software system
11 and said data via said server system, to process said software
12 system and said data to produce a window object within said
13 content manifestation environment of said web browser client,
14 said window object configured to dynamically manifest therein
15 advertising content received from said advertising content source
16 in accordance with said data.
- 1 2. The system according to claim 1, wherein said software
2 system includes instructions related to the size and
3 placement of said window object within said content
4 manifestation environment.
- 1 3. The system according to claim 1, wherein said advertising
2 content source includes full motion video content;
- 1 4. The system according to claim 1, wherein said advertising
2 content source includes an audio feed.
- 1 5. The system according to claim 1, wherein said electronic
2 data network is the Internet and WWW.

- 1 6. The system according to claim 1, wherein said web
2 browser client accesses said advertising content source to
3 receive advertising content to be dynamically manifested
4 within said window object.
- 1 7. The system according to claim 6, wherein said web
2 browser client accesses said advertising content source
3 more than one time to receive corresponding different
4 content to be dynamically manifested within said window
5 object.
- 1 8. The system according to claim 1, wherein said software
2 system further includes instructions to be processed by
3 said web browser client to generate additional window
4 objects related to other content streams, said window
5 object being viewable within said content manifestation
6 environment regardless of any manifestation of said other
7 content streams within said additional window objects.
- 1 9. A window object manifested within a windows based
2 content manifestation environment provided within a web
3 browser client, comprising:
4 a content manifestation area configured to
5 dynamically manifest advertising content received from an
6 advertising content source via an electronic data network.
- 1 10. The window object according to claim 9, wherein said
2 content manifestation area is configured to dynamically
3 receive content from at least one advertising content
4 source.

1 11. The window object according to claim 9, wherein said
2 content manifestation area is configured to continuously
3 receive and manifest a content stream.

1 12. The window object according to claim 9, wherein said
2 content manifestation area is moveable and draggable
3 within a content manifestation environment provided by a
4 WWW browser.

1 13. The window object according to claim 9, wherein said
2 content manifestation area corresponds to a section of a
3 screen within a content manifestation environment
4 provided by a WWW browser.

1 14. A method for providing a dynamic advertising content
2 window within a windows based content manifestation
3 environment provided within a web browser, comprising
4 the following steps:

5 from a server system, transmitting a software system and
6 data related to an advertising content source via an electronic
7 data network;

8 at a web browser client operating within a data processing
9 system that is coupled to said server system via the electronic
10 data network, receiving said software system;

11 processing said software system and said data to produce
12 a window object within a content manifestation environment
13 provided by said web browser; and

14 dynamically manifesting said advertising content within
15 said window object in accordance with said data.

1 15. The method according to claim 14, wherein said software
2 system includes instructions related to the size and

3 placement of said window object within said content
4 manifestation environment.

1 16. The method according to claim 14, wherein said data
2 relates to a full motion video content source.

1 17. The method according to claim 14, wherein said data
2 relates to an audio feed.

1 18. The method according to claim 14, wherein said electronic
2 data network is the Internet and WWW.

1 19. The method according to claim 14, wherein said web
2 browser client accesses said advertising content source in
3 accordance with said data to receive advertising content to
4 be dynamically manifested within said window object.

1 20. The method according to claim 19, wherein said web
2 browser client accesses said advertising content source in
3 accordance with said data more than one time to receive
4 corresponding different content to be dynamically
5 manifested within said window object.

21. The method according to claim 14, wherein said software system further includes instructions to be processed by said web browser client to generate additional window objects related to other content streams, said window object being viewable within said content manifestation environment regardless of any manifestation of said other content streams within said additional window objects.

1 22. The method according to claim 14, wherein said data
2 includes at least one uniform resource locator (URL)
3 corresponding to said advertising content source.